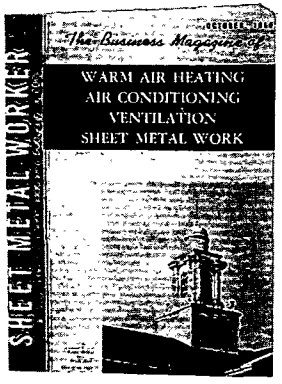
Sheet Metal Worker

Published by Edwin A. Scott Publishing Company

45 West 45th Street, **New York 19, N. Y.**



Subscription rates—$5.00 per year, U. S., Canada and Pan Amer. Foreign $4.00. Advertising rates on request.

THE January 1951 issue of SHEET METAL WORKER was its 77th Anniversary and Directory Number. It is the oldest publication in its field and is of vital importance to men interested in sheet metal work—air conditioning—warm-air heating and ventilation. Founded in 1874 and published to 1909 by David Williams Company; 1909 to 1920 by United Publishers Corp.; since 1920 by, the Edwin A. Scott Publishing Co.

Subscribers are mainly merchandising contractors purchasing practically all products and equipment which they fabricate, erect or install. Manufacturers, jobbers and distributors also subscribe.

The market has three main divisions:

(1) Equipment for resale in connection with erection or installation work.
(2) Materials for fabrication.
(3) Shop equipment and supplies.

Circulation: SHEET METAL WORKER is a member of the Audit Bureau of Circulations, and Controlled Circulation Audit, Inc. Over 3,500 contractors are covered by the controlled circulation method.

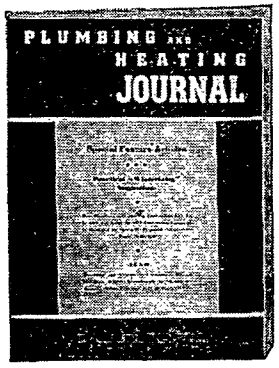
SHEET METAL WORKER also publishes books on heating, ventilating, sheet metal work, air conditioning, etc.

The Annual Issue published in January, contains a comprehensive and valuable Directory Section.

Plumbing and Heating Journal

Scott-Choate Publishing Co., Inc., *Publishers*

45 West 45th Street, **New York 19, N. Y.**



Subscription rates—$3.00 per year, U. S., Canada and Pan Amer. Foreign $4.00. Advertising rates on request.

PLUMBING and Heating Journal is edited to furnish a well-rounded, efficient service to the men engaged in the plumbing, heating, ventilating and air conditioning fields. It covers both the technical and business phases of their work.

It gives free technical service through a staff of practical engineers; expert merchandising assistance, and its technical and business articles are by men of recognized competence.

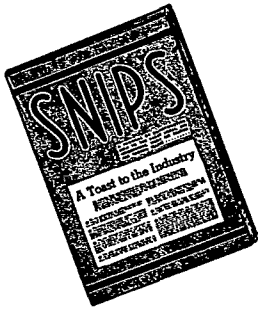
THE JOURNAL editorial department draws its news from scores of trained correspondents located at strategic points throughout the country.

This combination of the technical, business, news and other aspects of the industry enables THE JOURNAL to achieve a finely balanced magazine that gives the reader the type of information he wants and needs, in brief, compact form.

A department "With the Water Systems," informs the trade of the latest developments in the rural plumbing field and its increasing potentialities for the plumbing—heating contractor, especially with the recent extensions of rural electric lines throughout the country.

Snips Magazine

5707 W. Lake St. Chicago 44, Ill.



This live, friendly, close to the reader periodical "continues to go places" in reader interest, intense coverage and trade popularity.

An effective medium preferred by many Notable Industrial Advertisers year after year, and many Prominent Jobbers who know their market well.

We maintain our fine lists of known, reputable buyers, through constant cooperative work with the jobber trade of the industry.

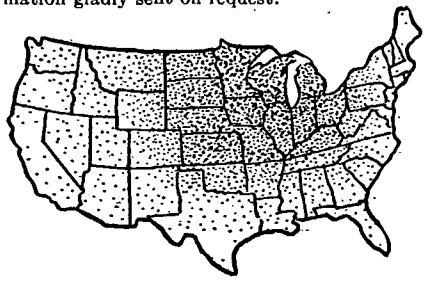
Packed each month with practical applications of the latest advancements in the Sheet Metal, Heating and Engineering Field.

DON'T MISS OUR SPECIAL ISSUES

January Annual Issue—March Anniversary Spring Market Issue—September Fall Market Issue—December Holiday Greeting Issue—Further information gladly sent on request.

READER INTEREST

SNIPS is packed each month, from cover to cover, with hundreds of live news stories and exclusive pictures of the trade it serves. No long contributed stories. It's all field gathered material, secured the hard way, rubbing shoulders with the readers. Such work gets for the periodical a reader interest seldom found in a trade publication. You'll find this feature the basis of the sensational inquiry pulling power and sales producing value of advertising space in SNIPS.



While distributed in 48 States and widely in Canada, the shaded area of the map shows where SNIPS' circulation is most intense. It's the area where warm air heat predominates and where sheet metal work, in all its branches, has made its greatest strides.

During the past year over 350 firms used space with us. These valued patrons see in our 12,000 readers, a carefully selected and substantial buying group, worthy of "talking to" month after month.

Rates for space have always been conservative. The carefully figured current rate with cream coverage available at the extremely low rate per thousand distribution is truly an exceptional value at this time, by any standard of comparison.

ABOUT SNIPS' MAILING LIST

It's truly a select group that gets SNIPS. They are the outstanding firms and individuals in the trade whom the better supply houses are selling or trying to sell. They are the contracting and installing concerns whom the principal jobbers and distributors of the industry—people who really know their territories best—consider worthy of cultivation by mail, promotion and salesmen's calls.

These advertising people will be alert to serve you. H. F. Hoy, Nick Carter, and Ed Carter in the Home Office. In the East, Leonard Shultz, 501 - Fifth Avenue, New York 17, New York, Murray Hill 2-9192. In the West, Kimball-Menne Company, 1052 W. 6th Street, Los Angeles 17, California, Madison 6-9395.